



Fresno County Economic Opportunities Commission

MEDIA ADVISORY

FOR IMMEDIATE RELEASE:

May 6, 2009

Media Contacts:

Yahaira García-Perea
Office 559.263.1024
Cell 310.749.8578

Jensen Vang, Farmers Market Manager
Office 559.263.1583

Farmers Market on Fulton Mall Set to Open May 13

- "Market on the Mall" offers fresh, local produce every Wednesday and Friday -

(Fresno, CA) – Fresno County Economic Opportunities Commission (EOC) and its partners – Downtown Association of Fresno, the City of Fresno, and Fresno Metro Ministry – are pleased to announce the grand opening of *Market on the Mall*. Join EOC's Executive Director Roger Palomino, Fresno Mayor Ashley Swearingin, Fresno City Councilmember Cynthia Sterling, and Downtown Association of Fresno's Board President Joe Moore during our kick-off event Wednesday, May 13, 2009, at 12:00 p.m. in Fulton Mall's free speech area.

Market on the Mall, a certified farmers market on Fresno's historic Fulton Mall, will offer a variety of locally produced foods including ethnic and specialty vegetables, herbs, and fruits sold by minority and immigrant growers new to farmers markets as well as by experienced vendors, and is made possible by a grant to EOC from the USDA's Agriculture Marketing Service.

Market on the Mall will run from 10 a.m. to 2 p.m. every Wednesday and Friday through the fall. Its location and hours of operation make it convenient for tens of thousands of downtown workers, jurors, hotel guests, FAX bus riders, and EOC clients. WIC, Senior WIC, and Supplemental Nutrition Assistance Program clients will also have access to fresh fruits and vegetables; vouchers and Electronic Benefit Transfer (EBT) will be accepted.

Fresno County EOC will accept applications from interested vendors throughout the year. For more information, contact Jensen Vang at (559) 263-1583 or via email Jensen.Vang@fresnoeoc.org.

About Fresno County Economic Opportunities Commission (EOC)

For over 40 years, Fresno County EOC – a private, nonprofit agency – has helped low-income Fresno County residents become self-sufficient. EOC offers over 30 comprehensive community-based programs that develop an individual's capabilities and places them on the path toward independence.

###